

From: Alex Harris [<mailto:alex@koaladiaries.com.au>]
Sent: Sunday, 3 October 2010 7:56 PM
To: Phil Punter; Mark Billing
Subject: new koala website

Now this just makes me want to cry <http://www.baysidebulletin.com.au/news/local/news/general/new-website-for-koala-fans/1952925.aspx>

Talk about fragment the effort.

The whole reason I have dedicated so many hours to Koala Diaries, built it and given it to all freely to use, is precisely because all koala conservation efforts to-date have failed. This is a fact. One of the clear reasons for this failure is that every conservation group, research team and government agency insists on working independently of everyone else. They all have their own databases, own projects, own data. And it is all meaningless and ineffective.

That is why I created a single database to capture live sightings, deaths and injuries, and cause of deaths and injuries. No one else in the country was doing it. I made it national, as there was no other national database. I made it free, so everyone could access it - be they government, researchers, conservationists or individuals - to input and to extract whatever data they wanted. I have given my time, I have paid for hosting and media distribution.

Since launch, I have had to fight off dozens of people on the site copying what I built. Then ESRI agreed to build the AKF a copy of Koala Diaries - whether that ever went ahead or not - and now Redlands has copied Koala Diaries. Did ESRI help with that too?

Is that why ESRI has still made no effort to further the marketing of Koala Diaries? Is this why none of the things we have talked about over and over has been progressed?

There is a segment of the market that could pay a sponsor for this. So is ESRI using Koala Diaries the existing information to build a competing website? Or is it too busy making money from a line up of clients copying my idea? The more of these websites you help build or support, the more you dilute the value and usefulness of Koala Diaries; the more you perpetuate the problem of fragmented effort, information, analysis. The koala is doomed with such an approach.

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If I knew before I started what I know now, I never would have bothered. God the time I have wasted on this. The revenue I have foregone, doing this instead of other paid work; in doing this for free, when everyone else - including ESRI - gets paid to copy it.

Wow it is hard waking up to how much of an idiot I have been. But thank you for the lesson ESRI.

You might prefer to deal with Carolyn in the future carolyn@koaladiaries.com.au. Tel 5455 3131.

Alex Harris